



# PEARSON-McCUAIG ENGINEERING LTD.

March 1, 2006

## PEARSON-McCUAIG OPENS IN BARRIE

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Gary Pearson, P.Eng. and Jeff McCuaig, P.Eng. are pleased to announce the opening of **PEARSON-McCUAIG ENGINEERING LTD.** at 89 Dunlop Street East, Suite 301, in the heart of Barrie's vibrant downtown fronting looking over Kempenfelt Bay.

**PEARSON-McCUAIG** is a consulting engineering firm focusing on providing civil engineering services to the land development and municipal sectors.

Mr. Pearson and Mr. McCuaig have over 20 years combined experience in consulting engineering. Locally, they have several years of experience with a large multi-disciplined consulting firm and have built

a solid reputation as providers of quality engineering services.

**PEARSON-McCUAIG** provides excellence in a wide range of civil engineering consulting services including municipal, development, environmental and project management. Our association with various other engineering disciplines allows us to coordinate all aspects of project team requirements. These services are based on a solid knowledge of client expectation, project management, construction practices, and design requirements.

Gary and Jeff's history and business success in the region (as well as Gary's experience in Vancouver and Jeff's

experience in Ottawa and throughout the United States) have exposed them to various markets and projects giving them the opportunity to showcase their abilities to past clients.

**PEARSON-McCUAIG'S** approach to each project is consistent and implements a thorough review of required tasks and milestones. Ongoing analysis of the project's technical and fiscal progress, as well as continued dialogue with reviewing agencies, allows projects to advance to completion in a timely manner within agreed upon budgets.

Gary and Jeff look forward to servicing the development and municipal sectors in Barrie and the surrounding region.

### Providing Innovative Solutions to Complex Challenges in:

- *Civil and Municipal Engineering*
- *Project Management*
- *Stormwater Management*
- *Traffic Analysis*
- *Commercial/Industrial Site Plans*
- *Residential Development*



Gary M. Pearson and Jeff D. McCuaig



# PEARSON-McCUAIG

## PRODUCTS AND SERVICES

### MAYOR'S MESSAGE

*I am thrilled to learn of PEARSON-McCUAIG Engineering Ltd.'s decision to locate their new professional engineering offices in the downtown. Their initiative in both opening a new engineering firm in Barrie and then locating it in the heart of the City demonstrates that Barrie's Council Priorities of Downtown Revitalization and Economic Development Initiatives are working. We look forward to seeing the growth of PEARSON-McCUAIG in the downtown area and hope their example will be recognized by others."*

**PEARSON-McCUAIG** provides excellence in a wide range of civil engineering including municipal, site servicing, residential, structural and environmental services.

These services are based on a solid knowledge of client expectation, project management, construction practices and design requirements.

#### Engineering Design Services include:

- Residential Subdivision Design
- Commercial/Industrial Site Plan Design
- Municipal Roadworks/Services Design
- Stormwater Management Plans
- Sewage & Water Treatment Plants
- Sanitary Pumping Stations Plans
- Erosion Control Plans
- Contract Administration & Inspection

#### Engineering Studies include:

- Functional/Master Servicing Reports
- Stormwater Management Reports
- Traffic Impact Studies
- Water Modelling
- Flood Plain Analysis
- Engineering Design Briefs
- Cost Sharing Agreements
- Class Environmental Assessments

## ABOUT PEARSON AND McCUAIG

Mr. Gary Pearson and Mr. Jeff McCuaig are the sole owners of **PEARSON-McCUAIG Engineering Ltd.** and anticipate hiring their first technical staff this spring, adding additional staff through the summer months.

**Mr. Pearson** graduated in 1991 from the University of Ottawa and obtained his Professional Engineering designation in 1994 in British Columbia and later in Ontario in 2002. He worked in Vancouver in consulting engineering over an eleven year period providing senior project management and civil engineering services.

A major accomplishment in Vancouver included working with Sandwell Engineering as a design project manager and construction administrator for the redevelopment of an industrial site.

This waterfront development was located on the Burrard inlet west of Canada Place and transformed the

contaminated industrial lands into lucrative high-rise residential and commercial lands. Mr. Pearson coordinated design and construction works valued at approximately \$30 - \$40 mil which included:

- Elevated viaduct over Skytrain
- Roadworks, Watermain, Storm & sanitary sewers & utilities
- Piled/floating shoreline walkway
- Seawall & Shoreline protection treatment
- 10m high Reinforced-Earth retaining wall.
- Streetlighting.

**Mr. McCuaig** graduated (Summa Cum Laude) in 1999 from the University of Ottawa's Civil Engineering program with a 98% average, while playing for the varsity football team (Ottawa GG's).

Following graduation, Mr. McCuaig worked as a Project Manager for a geotechnical firm in Ottawa and traveled internationally to various projects. His role included various aspects of subsurface investigations for landfill projects, pile foundation inspection and testing for major infrastructure projects (bridges, piers, airports) and research into new testing methods.

Mr. McCuaig moved to the Barrie area in January 2003 and obtained his Professional Engineering designation that year. He quickly became immersed in municipal engineering and became particularly efficient at the development of stormwater management and site plan designs.

Mr. McCuaig's scholastic accomplishments are too many to list. His ability to solve complex problems has made him an industry leader in stormwater management and municipal design.

## INDUSTRY OVERVIEW

Mr. Pearson and Mr. McCuaig's history of engineering and business development success in the Barrie and surrounding areas have exposed them to the pertinent market segments and given them the opportunity to showcase their abilities. Their reputation has grown on this success and new clients are seeking out their services.

The City of Barrie is the largest community immediately north of the GTA and is the growth centre of Simcoe County. The Province of Ontario in their recently issued Places to Grow Act has identified Barrie and Simcoe County as a growth center. This will drive the engineering/development industry

over the next two to three decades.

Numerous ongoing studies by the municipal, county, and provincial governments are pointing to the areas north of the provincially designated "Green Belt" and Oak Ridges Moraine as a "Place to Grow". In particular, Barrie and surrounding municipalities are targeted for significant growth over the next few decades. This will put tremendous growth pressures on existing municipal services and environmental features which will require innovative, reliable and cost-effective solutions.

Barrie's current development surge has consumed much of its developable lands within the City limits,

creating active markets in outlying communities that had been relatively dormant for years. Annexation and/or service sharing for the northern portion of Innsfil will stimulate this residential market area once again.

Currently, Barrie's infill development (small parcels of undeveloped land) and commercial/industrial developments and site plans are continuing to maintain an active market.

## COMMUNITY INVOLVEMENT/MARKETING STRATEGY

**PEARSON-McCUAIG's** marketing strategy is now being implemented.

It began with our office opening in the centralized and revitalized downtown Barrie close to City Hall. We will be advertising in the local and regional newspapers and business journals. We look forward to actively participating in local business groups including the Greater Barrie Home Builders Association, the Barrie Land Developers Association, the local chamber of Commerce, the Simcoe County Chapter of Professional Engineers of Ontario and other local business development groups.

This brochure has been forwarded to our target market, including, Developers, Municipalities, Planners, Architects, Design Builders, Conservation Authorities and suppliers. We hope this initial information will assist potential clients in choosing Pearson-McCuaig.

We encourage everyone to visit our website at

**[WWW.PEARSONMCCUAIG.COM](http://WWW.PEARSONMCCUAIG.COM)**

to learn more about our services.



**Gary & Neli Pearson, Jeff and Stephanie McCuaig at the Innsfil Chamber of Commerce Gala Awards Night hosted at the National Pines.**

We will be hosting an open house launch party in May to introduce new clients and old friends to our

new office. We hope everyone will be able to come and see our new place and enjoy good company and a great view of the Bay.



**PEARSON-McCUAIG  
ENGINEERING LIMITED**

**Providing Innovative Solutions to Complex Challenges**

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